

UPCOMING TRADE EVENTS

APRIL -NOVEMBER 2001

DATES	EVENT	LOCATION
April 3-5, 2001	RepCom Monterrey This event involves a three-day exhibition and one-on-one appointments scheduled for participating U.S. companies that are seeking Mexican representatives or distributors. RepCom 2000 attracted some 3,000 Mexican buyers, representatives and distributors from all of northern Mexico and 61 U.S. participants met with over 366 Mexican business representatives.	Monterrey, Mexico
April 3-11, 2001	U.S. Information Technology Trade Mission to China The Software & Information Industry Association (SIIA), in partnership with the U.S. Department of Commerce Office of Information Technologies (OIT), will co-lead an IT industry trade mission. This mission will include representatives of U.S. firms specializing in Internet technologies, e-commerce and wireless technologies that are interested in entering or expanding their presence in the People's Republic of China, including Hong Kong.	Beijing, Shanghai, Hong Kong, Guangzhou, China
April 18-19, 2001	Automotive Parts and Accessories Dealmaker This event, coinciding with the Canadian Automotive Parts Manufacturers Association (APMA) Annual Conference and Exhibition, is an ideal forum for U.S. companies to evaluate current business practices, exchange ideas and obtain valuable market information on current trends, new technologies and the latest in automotive parts and services.	Hamilton, Ontario, Canada
April 24-26, 2001	Techtextil The U.S. Pavilion at Techtextil is organized by the Office of Textiles and Apparel (OTEXA). This event will provide companies with an opportunity to showcase products in an organized and well-promoted setting. The participation fee includes an aggressive promotional campaign to invite top buyers in the industry to visit the U.S. Pavilion and provide export assistance through a range of support services by our foreign commercial service staff in Frankfurt.	Frankfurt, Germany
April 24-26, 2001	Agro-Food Tech 2001 Agro Food Tech 2001 has been designated as the largest and most relevant showcase in China covering the whole chain of agri-business. This event is being co-organized by Exposium and the Chinese Ministry of Agriculture.	Beijing, China
May 10-11, 2001	Green Building Materials Trade Mission This is a post-initiated event, which will promote green building materials and technology. Likely attendees are U.S. companies involved in the manufacturing or exporting of green building materials and services and who are looking to penetrate the Hong Kong and China markets.	Hong Kong, China
May 14-19, 2001	Envitec Envitec is one of the largest environmental technology exhibitions in Germany. The show deals in environmental engineering, waste management, waste utilization, recycling, energy recovery, environment protection, noise reduction, soil purification, air purification, sewage water technology, laboratory technology and measuring systems. Envitec takes place every three years. In 1998, Envitec attracted over 1,158 exhibitors from 40 countries and 32,000 visitors from 91 nations.	Dusseldorf, Germany
May 15-17, 2001	IT 2001 Brisbane IT 2001 Brisbane is the largest annual trade event in Australia focusing on the retail computer market.	Brisbane, Australia
May 20-24, 2001	Women in Trade Business Development Mission The WIT mission will coordinate with the Sixth Global Women's Forum in Athens. Italy and Greece are two strong U.S. export markets and good locations for business throughout southern Europe and the Mediterranean.	Milan, Italy; Athens, Greece
June 1-6, 2001	U.S. Pavilion at Seoul International Book Fair (SIBF 2001) Since the official recognition as an international book fair by the International Publishers Association in 1994, Seoul International Book Fair has offered the publishing industry an opportunity to expand their business and exchange information on book markets in the world. The Seoul International Book Fair 2000 attracted as many as 250,000 visitors, where about 300,000 book titles were displayed.	Seoul, South Korea

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HIGHLIGHTED EVENTS

2001 PARIS BOOK SHOW

**PARIS, FRANCE
MARCH 16 - 21, 2001**

Submit your books for the U.S. Department of Commerce Title Display Booth at the 2001 Paris Book Show, March 16-21, 2001. Europe purchases one quarter of all U.S. books sold overseas- over \$450 million in 1999, and there is great potential for significant growth. The 2000 Paris Book Show brought together 30,000 trade visitors and 1,500 exhibitors from throughout Europe and the world, making the Show one of the most important events in the book industry. For only \$100 per title, the U.S. Department of Commerce will display your books, collect leads and provide your books low cost market visibility in one of the biggest markets in the world. Shortly after the conclusion of the show, the Office of Consumer Goods will provide you with the names and contact information of visitors who indicated an interest in your company so that you may follow-up directly with additional information.

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BUSINESS OPPORTUNITIES FOR U.S. AND MEXICAN SMALL/MEDIUM SIZED COMPANIES

**MEXICO CITY, MEXICO
MARCH 27-28 2001**

The U.S. Department of Commerce and the U.S. Small Business Administration in collaboration with the Mexican government will present this two-day event featuring presentations and programs for U.S. small and medium businesses interested in the Mexican market. Sessions will be provided to the U.S. and Mexican participants and will cover such topics as financing your exports, Mexican customs issues, NAFTA questions, Mexican standards, doing business in the Mexican cultural context and other relevant business programs. Presentations from the U.S. Small Business Administration, the U.S. Export-Import Bank and the U.S. Overseas Private Investment Corporation will also be offered. In addition, Microsoft Mexico will speak about e-commerce in Mexico and IBM will talk about its new BuyUSA.com program.

The program also includes an entire day of one-on-one meetings with pre-qualified prospects, which will allow your company to initiate commercial relationships with potential Mexican partners. The total cost of the program is only \$600.

Contact: Francisco Ceron
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Or for any further information, contact your nearest U.S. Export Assistance Center or SBA office.

DATES	EVENT	LOCATION
June 7-9, 2001	Expo USA 2001 Expo USA 2001 is a unique trade exhibition held in the Dominican Republic featuring exclusively U.S. products and services and is an excellent opportunity for new to market companies to contact potential agents, distributors or representatives. The event is expected to attract over 20,000 local and regional visitors.	Santo Domingo, Dominican Republic
July 14-18, 2001	Rio 2001 Rio 2001 will be an international conclave of dental manufacturers, buyers, sellers and dental professionals. As Brazil's premier dental show, Rio 2001 is an ideal venue for you to target the South American market. With over 35,000 visitors expected, the Department of Commerce booth will be an integral part of the show, drawing attention to the U.S. companies and promoting their reputation for high-quality dental products.	Rio de Janeiro, Brazil
June 16-24, 2001	Paris Air Show 2001 The Paris Air Show is the world's largest international trade show for aviation products and services.	Le Bourget, France
July 19-21, 2001	Autotex This is a U.S. catalog show and is recruited and managed by the U.S. Commercial Service in Auckland.	Auckland, New Zealand
July 30- Aug. 4, 2001	Fenasoft 2001 Fenasoft is the largest computer and IT trade show in Latin America. The primary focus for the international exhibitors is creating an environment in which vendors meet their appropriate distributors.	Sao Paulo, Brazil
Aug. 28-30, 2001	Hospital & Healthcare 2001 This event is a trade exhibition for the hospital and healthcare industries.	Melbourne, Australia
Sep. 1 - 30, 2001	Cosmoprof Cosmetica 2001 Cosmoprof Cosmetica 2001 is the largest trade show in Latin America for cosmetics, toiletries and personal care products and second largest in the world. Last year's event attracted 78,000 visitors and had 500 exhibitors. This is the seventh year that the U.S. has had a pavilion at the show.	Sao Paulo, Brazil
Sep. 4 - 7, 2001	Interact & IT 2001 Interact & IT 2001 is an IT trade event focusing on multimedia applications and targeting attendees from the Asia Pacific region.	Melbourne, Australia
Sep. 9-11, 2001	Biotechnica 2001 This three day event will be the largest show in Biotechnica's 12 year history. It is the only trade fair in Germany devoted exclusively to biotechnology. Biotechnica 2001 has evolved from a research-oriented show to a large-scale exhibition that showcases basic scientific processes, applied technologies and biotech products. Accompanied by an innovation congress, the show represents an excellent opportunity for U.S. companies to penetrate the European markets.	Hannover, Germany
Oct. 7-9, 2001	Golf Europe 2001 The U.S. Department of Commerce in conjunction with the American Consulate in Munich will sponsor a U.S. product sample/literature center at Golf Europe. Major product categories are of all kinds of golf equipment, apparel, accessories and other golf-related products. U.S. golf equipment companies interested in gaining valuable exposure in Europe will not want to miss this opportunity.	Munich, Germany
Oct. 18-20, 2001	IKK- Refrigerating and Air Conditioning This three day event has developed over the past 20 years into a world class forum for the entire refrigeration and air conditioning industry. With over 19,000 registered visitors and 690 exhibitors, IKK represents an excellent opportunity for U.S. companies to penetrate the German and European markets.	Munich, Germany
Nov. 6 - 9, 2001	Building Shanghai 2001 Building Shanghai 2001 is one of the largest annual trade events for the construction industry in China. The National Association of Home Builders (NAHB) will be hosting a conference that is co-located with the trade event providing unparalleled benefits to international participants. Professional meetings, visits to building sites and tours to historic places are planned as an extension of this conference.	Shanghai, China

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ENVIRONMENTAL TECHNOLOGIES MATCHMAKER TRADE DELEGATION

**CAIRO, EGYPT; TEL AVIV, ISRAEL;
AND AMMAN, JORDAN
APRIL 29 - MAY 3, 2001**

The U.S. Department of Commerce's Export Promotion Services' Matchmaker Program, in cooperation with the Office of Environmental Technologies Industries, is organizing an Environmental Technologies Matchmaker Trade Delegation to Egypt, Israel and Jordan. The Matchmaker will focus on matching U.S. participants with qualified agents, distributors, representatives, licensees and joint venture partners in these markets.

Egypt represents a significant and growing market for exports of U.S. environmental technologies. The government of Egypt has recently taken important steps to strengthen its legal and institutional framework for environmental management.

In Israel, a new awareness for the environment among policy-makers and the public is opening commercial opportunities. Best prospects for U.S. firms lie in water treatment, wastewater and recycling, hazardous waste treatment and air pollution controls and technologies.

The scarcity of water in Jordan threatens public health, economic development and political stability. To address these factors, Jordan's Ministry of Water recently unveiled a package of projects that will total an estimated \$5 billion through 2010.

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U.S. PAVILION AT COMMASIA 2001 MANILA, PHILIPPINES MAY 24-26, 2001

CommAsia 2001, an international trade exhibition and conference on telecommunications, broadcast, electronics, information technology and e-commerce, will be held on May 24-26, 2001 at the World Trade Center in Manila.

By participating in CommAsia, U.S. firms can attain maximum exposure at the most cost effective means, launch new products, introduce their latest technologies, enhance their company and product image, meet new business contacts, sell directly to buyers on-site, sign distributorship or licensing agreements and explore potential partnerships.

The U.S. Commercial Service Post in Manila is encouraging U.S. firms to participate, particularly those engaged in telecommunications, electronics, information technology and e-commerce. U.S. firms can participate either through a full booth or space rental at the U.S. Pavilion or through the catalog show at CS Manila's Business Information Office (BIO).

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